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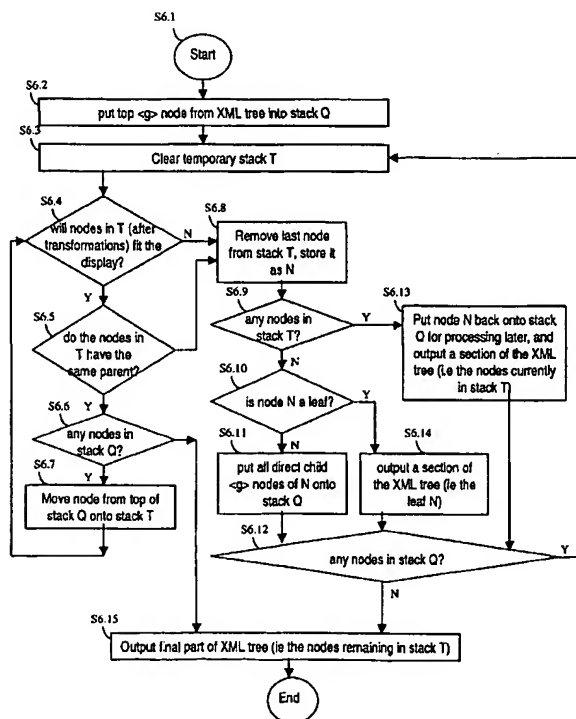
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(54) Title: **WEB CONTENT ADAPTATION PROCESS AND SYSTEM**



(57) Abstract: An apparatus and method for adapting web page content are described. The adaptation of web page content for display on smaller intended display devices often requires the splitting of the content over a number of smaller pages. The apparatus and method relate to a procedure which integrates the process of splitting the content with applying transformations (for example, reducing the font size, images, etc) so as to optimise this process. The procedure is carried out systematically over the entire web page content, recursively splitting the content into smaller and smaller portions whilst simultaneously alternating this with various transformations so as to minimise the amount of white space visible on the smaller pages. Additionally, the preferred embodiment also tracks the transformations which have been applied to the objects and ensures consistency by applying them later to any similar objects.

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